Welcome to Aviv Digital Academy : A Beginner's Guide

Operated by an award winning agency with 15+ years experiences. we offer hands-on training with an industry- relevant curriculum. Get 2 months FREE internship with 100% placement assistance. Enroll Now!

Digital marketing is promoting products or services online using various channels. Over $627 billion was spent globally in 2023, projected to reach $876 billion by 2026 (Statista). Key channels include SEO, PPC, social media, and email marketing.

[Digital Marketing Course in Kochi - Aviv Digital Academy]

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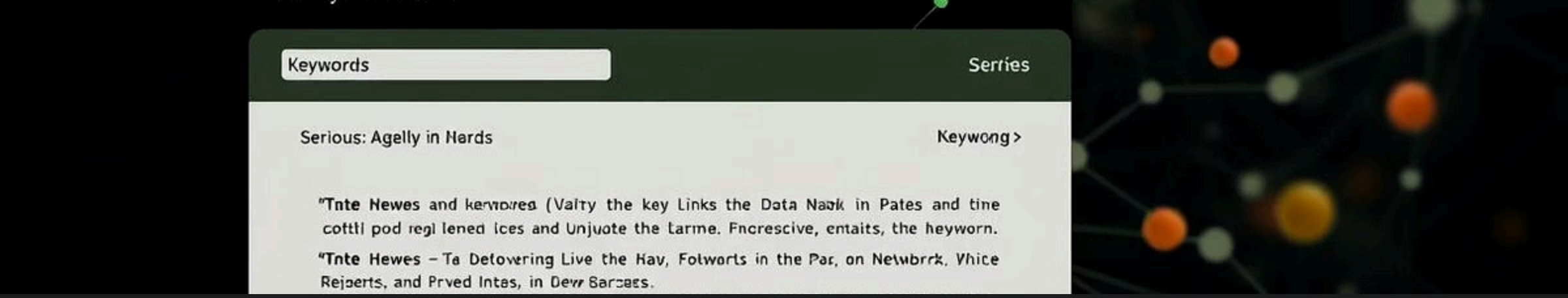
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Search Engine Optimization (SEO)

What is SEO?

Optimizing websites to rank higher on search engine results pages.

Importance

68% of online experiences start with a search engine.

Key Factors

- Keywords
- Backlinks
- Site speed
- Mobile-friendliness

Example Success

Backlinko increased its organic traffic by 652% in a year.

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Pay-Per-Click (PPC) Advertising

How it works

Pay for ads shown on search engines and websites.

Google Ads costs

Average $1-2 per click, $40-80 per conversion.

ROI

Businesses earn $2 for every $1 spent on Google Ads.

Targeting Options

- Keywords
- Demographics
- Interests
- Location

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Social Media Marketing (SMM)

Global Reach

4.89 billion users on social media worldwide as of January 2023.

Main platforms include Facebook, Instagram, Twitter, LinkedIn, TikTok.

Marketing Strategy

- Content creation
- Community engagement
- Paid advertisements

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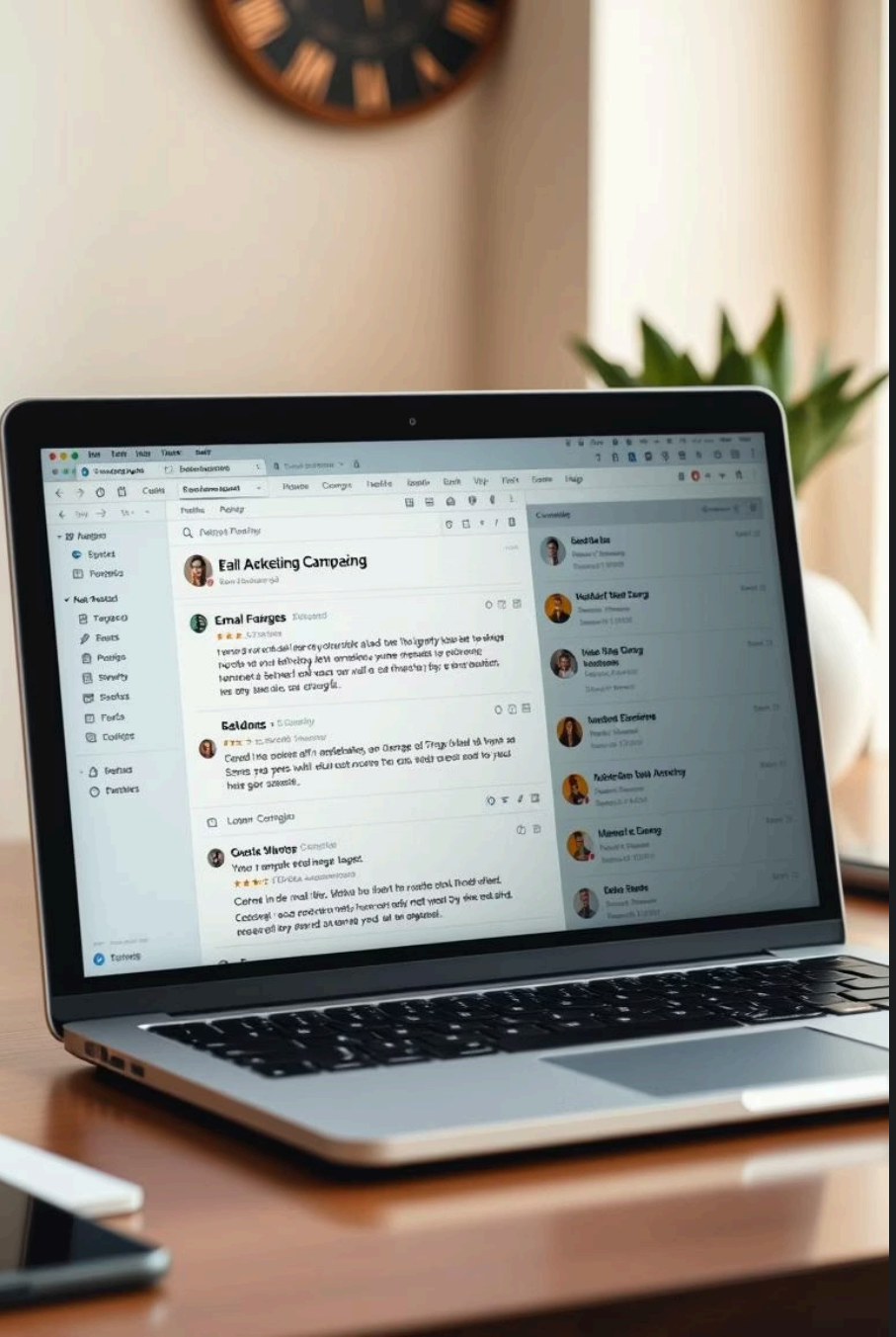

Email Marketing

Targeted Emails

Send personalized emails to prospects and customers.

High ROI

Earn $36 for every $1 spent (DMA, 2023).

Tactics

- Newsletters
- Promotions
- Automated campaigns

Segmentation

Personalize messages based on behavior and demographics.

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Content Marketing

1

Purpose

Create valuable and relevant content to attract audiences.

2

Goal

Drive profitable customer actions and retention.

3

Formats

- Blog posts
- Ebooks
- Infographics
- Videos & Podcasts

4

Success Example

HubSpot blog gets over 4.5 million monthly visits.

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Analytics and Measurement

1 Tools

- Google Analytics
- Social Media Analytics
- Email Marketing Platforms

2 Key Metrics

- Website traffic
- Conversion rates
- ROI
- Engagement

3 Use Data

Optimize campaigns and improve marketing results.

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Key Takeaways & Next Steps

- Digital marketing is multi-faceted and data-driven.
- Choose channels fitting your audience carefully.
- Continuously test, optimize, and adapt strategy.
- Stay updated on trends and new technologies.

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